FIG. 1

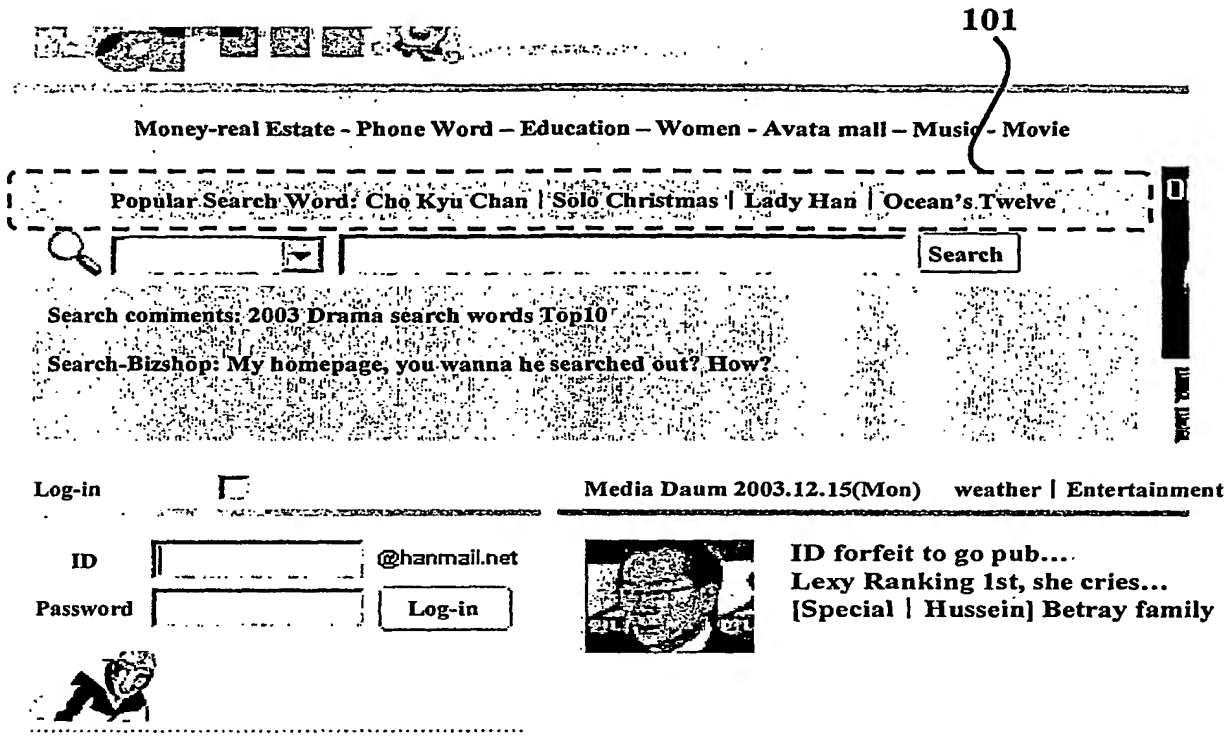

FIG. 2

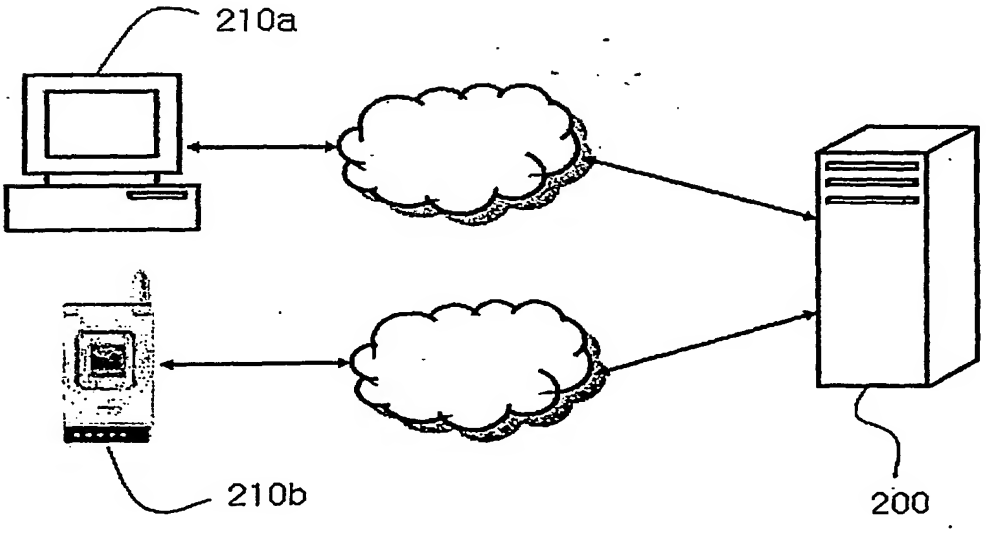

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FIG. 3

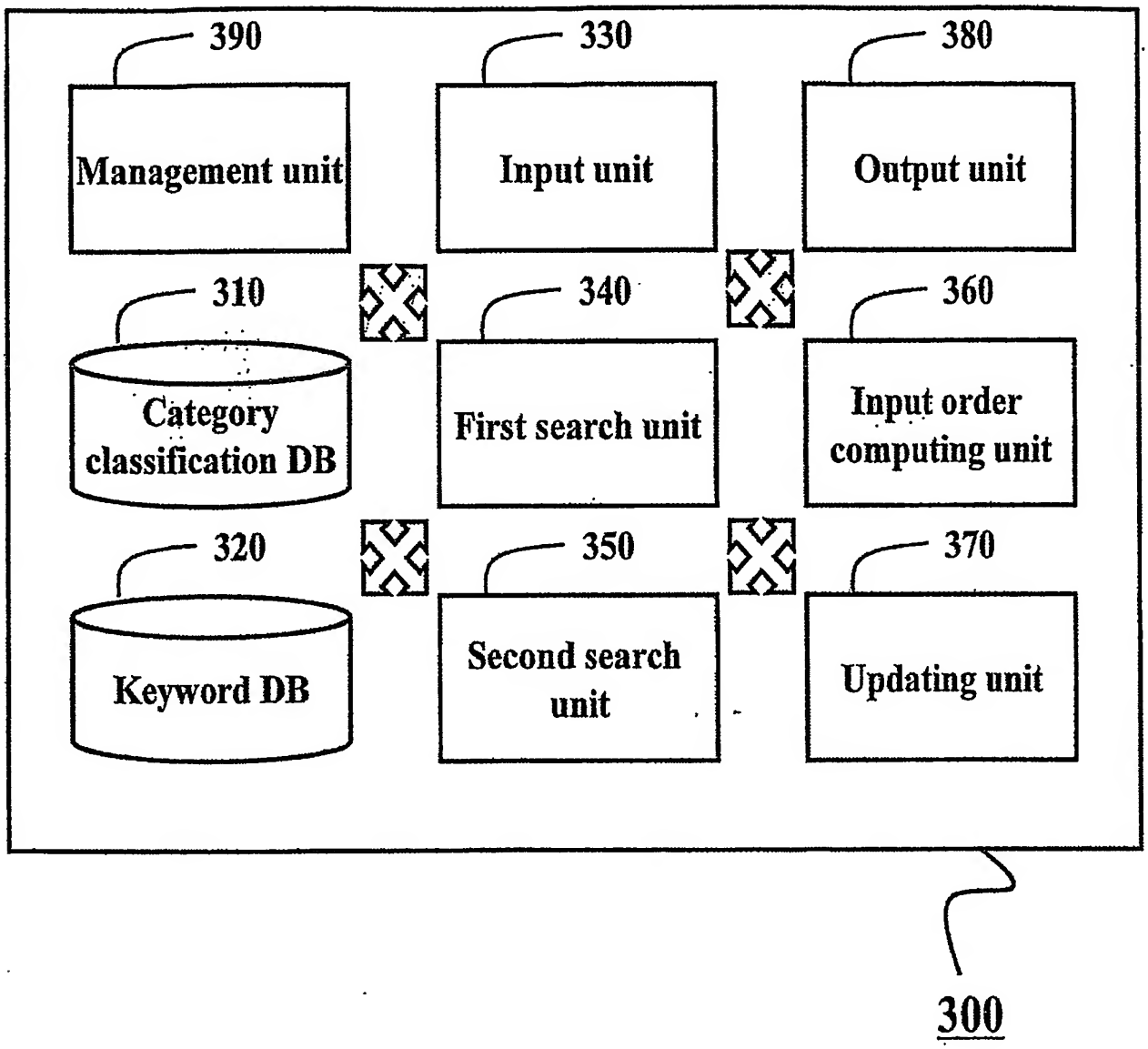

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FIG. 4a

401

keyword group identifier	Representative category	General category
Seven (Korean)	Singer	Movie
Lexy (Korean)	Singer	actress
Leesooyoung (Korean)	Singer	No value
Keyword group identifier D	Play	Movie
...		...

FIG. 4b

Keyword group		Data of the number of input keywords
Representative keyword	Same/similar keyword	
Lexy (Korean)	lexy	123
Seven (Korean)	seven	234
Leesooyoung (Korean)	No value	98

402

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FIG. 5a

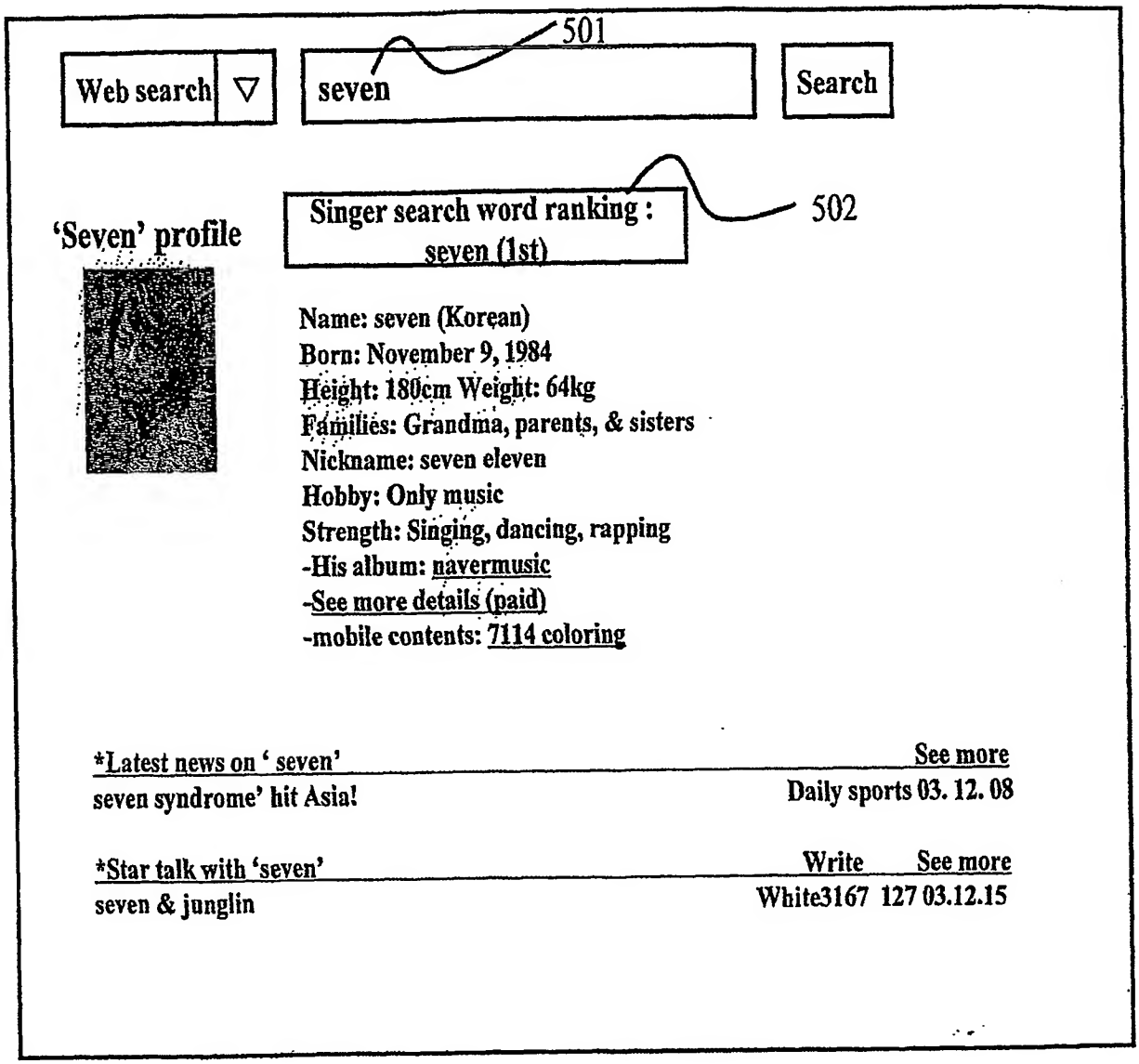

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FIG. 5b

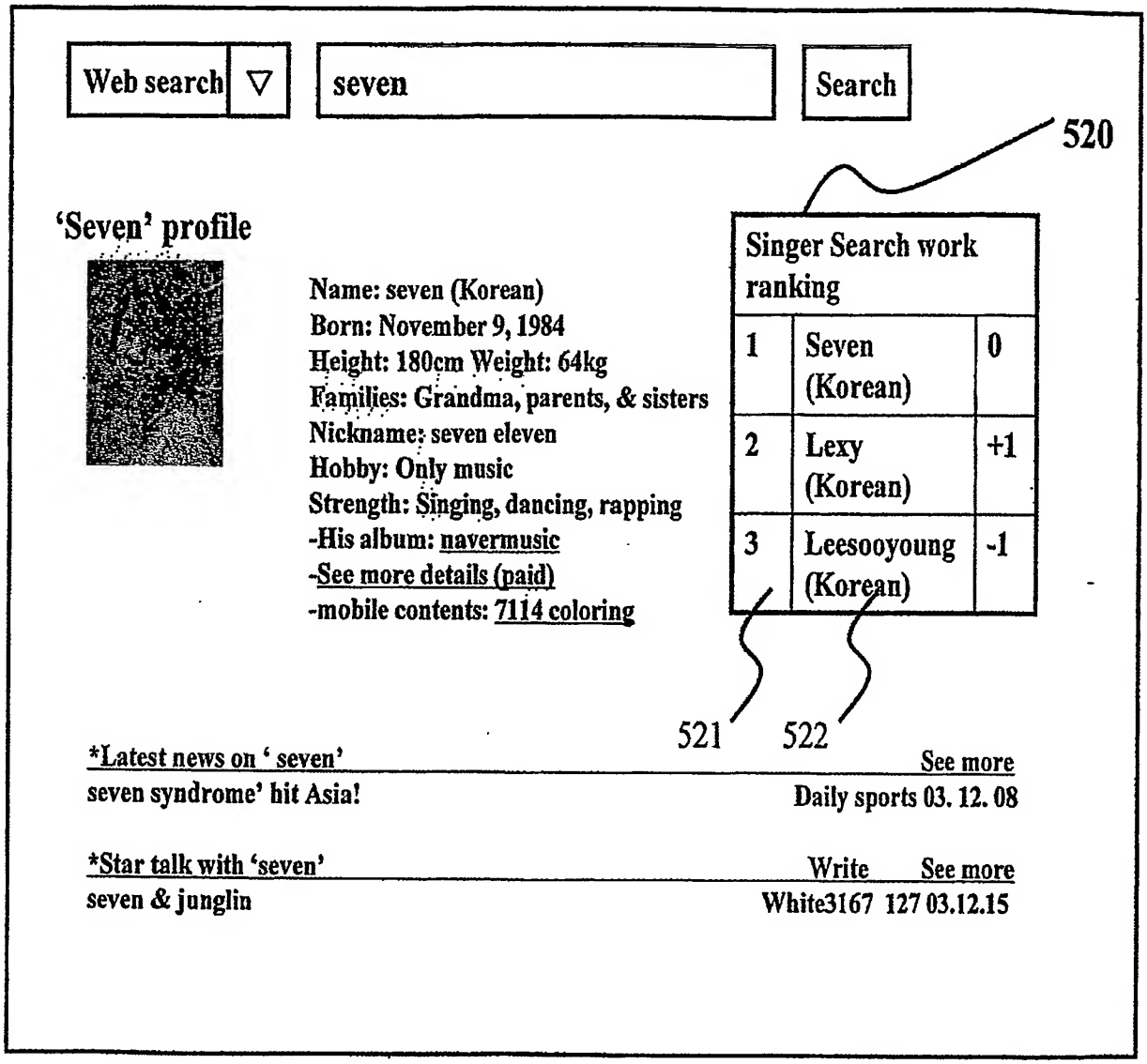

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FIG. 5c

Web search ▽ | seven | Search

'Seven' profile

Name: seven (Korean)
Born: November 9, 1984
Height: 180cm Weight: 64kg
Families: Grandma, parents, & sisters
Nickname: seven eleven
Hobby: Only music
Strength: Singing, dancing, rapping
-His album: navermusic
-See more details (paid)
-mobile contents: 7114 coloring

*Latest news on ' seven'
seven syndrome' hit Asia!

*Star talk with 'seven'
seven & junglin

Singer search word ranking		
1	Parksinhye	+1
2	Changnara	-1
3	Rain	0
4	Leehyori	0
5	Boa	+1
6	Lexy	-1
7	Seven	+1
8	Somi	+5
9	Parkjunga	-2
10	Sonhoyoung	0

523

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FIG. 5d

Web search ▽ | seven | Search

'Seven' profile

Name: seven (Korean)
Born: November 9, 1984
Height: 180cm Weight: 64kg
Families: Grandma, parents, & sisters
Nickname: seven eleven
Hobby: Only music
Strength: Singing, dancing, rapping
-His album: navermusic
-See more details (paid)
-mobile contents: 7114 coloring

*Latest news on ' seven'
seven syndrome' hit Asia!

*Star talk with 'seven'
seven & junglin

Singer search word ranking		
1	Parksinhye	+1
2	Changnara	-1
3	Rain	0
4	Leehyori	0
5	Boa	+1
6	Lexy	-1
7	Seven	+1
8	Somi	+5
9	Parkjunga	-2
10	Sonhoyoung	0
53	Seven	+4

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FIG. 6

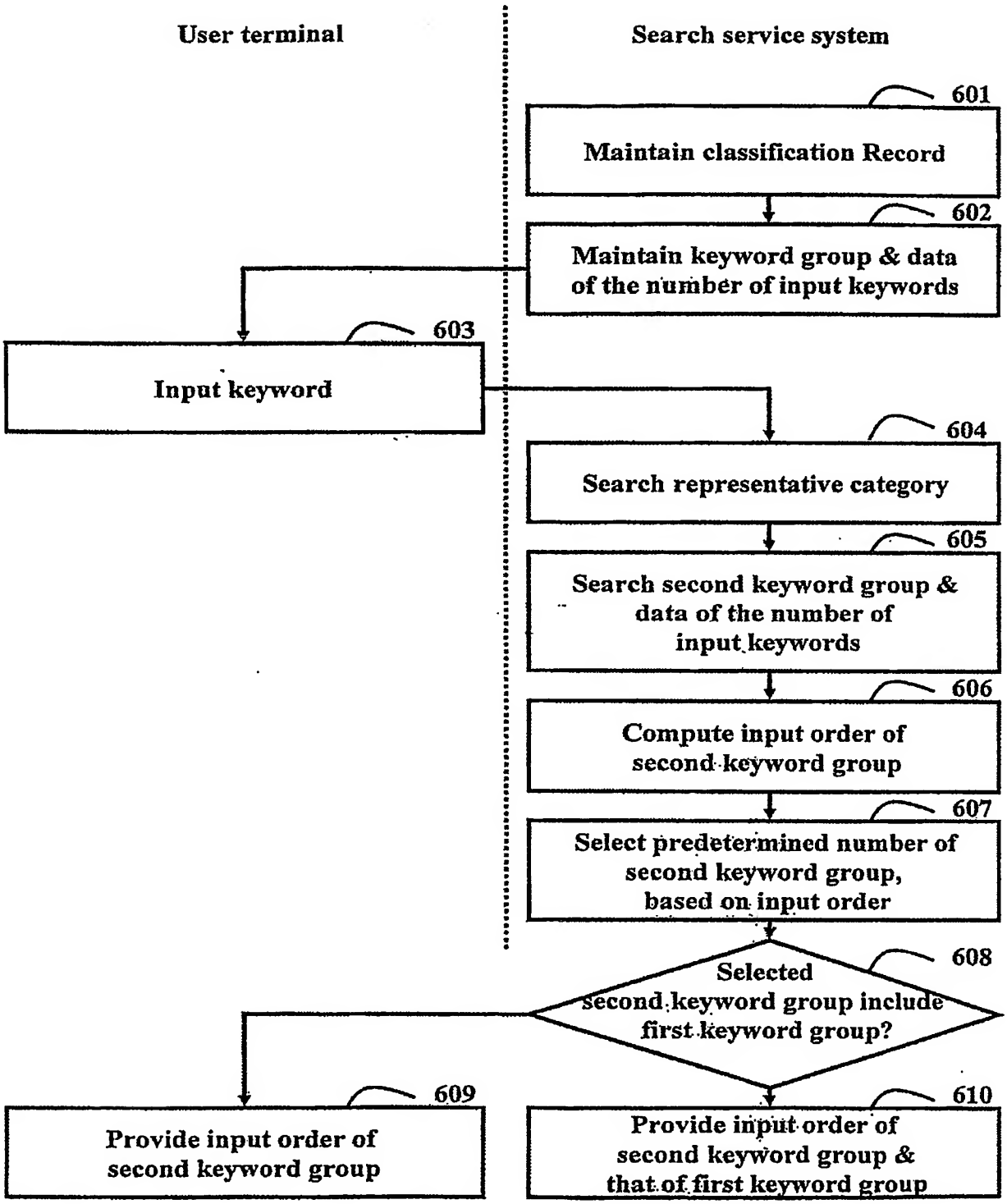

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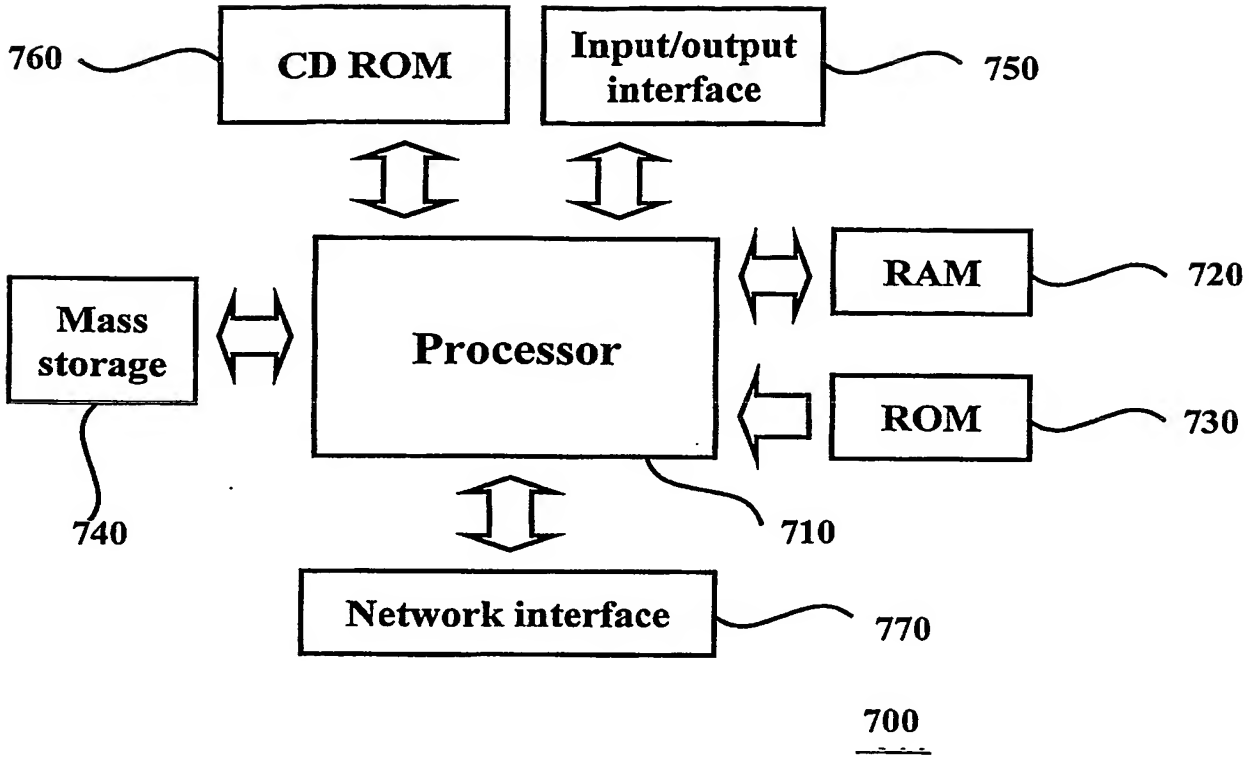
FIG. 7



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